

Re: Broadway Property Owners Tour - Upper Floo...

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

From: Nick Griffin <NGriffin@downtownla.com>

Date: 10/21/2016 07:09 PM

To: Jessica Wethington McLean <jessica.wethingtonmclean@lacity.org>

CC: Elan Shore <Eshore@downtownla.com>, Donegan McCuaig <donegan@dtlarealestate.com>, Noah Strouse <noah@historiccore.bid>, Rena Leddy <rena@fashiondistrict.org>, Julia Marino <juliamarino.la@gmail.com>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, "oun@lacity.org" <oun@lacity.org>

We can handle the van, if we don't want to walk, and will compile a handout market brief. Do you have an estimated number of attendees?

Nicholas Ziff Griffin

Director of Economic Development

Downtown Center Business Improvement District

ngriffin@downtownla.com / (213) 416-7522

On Oct 21, 2016, at 5:58 PM, Jessica Wethington McLean <jessica.wethingtonmclean@lacity.org> wrote:

Hey Nick - How is this coming along? Do you need anything from my end? Invites went out so we are rolling!

Also, the van - how can we arrange that? We can pay for it, or reimburse someone, or if one of the BIDs wants to contribute, that's great too.

I'll order boxed lunches when we get closer.

Thanks!

JWM



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar
200 N. Spring Street #465, Los Angeles, CA 90012
jessica.WethingtonMcLean@lacity.org | 213-473-7014



On Thu, Oct 13, 2016 at 10:52 AM, Nick Griffin <NGriffin@downtownla.com> wrote:

That all sounds good. Elan and I will discuss and get back to everyone about what we can do, what data we have and what else we might need.

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Thursday, October 13, 2016 10:46 AM

To: Nick Griffin <NGriffin@downtownla.com>

Cc: Donegan McCuaig <donegan@dtlarealestate.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Thanks, Nick. This will be great!

I think an overview of square footage available, ground floor vacancy rate, prevailing per square foot prices for upper floor, ground floor, etc. as well as maybe some highlights of projects that have come online or been completed would be helpful. Number of loft units would be good. Upcoming projects - Hoxton, 510 S. Bway, 947 S. Broadway etc.

How can I help?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

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jessica.wethingtonmclean@lacity.org | [213-473-7014](tel:213-473-7014)

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On Thu, Oct 13, 2016 at 10:33 AM, Nick Griffin <NGriffin@downtownla.com> wrote:

As discussed, my team can put together a mini market report focused on Broadway.

Does anyone have suggestions of what they would like to see covered and/or any restrictions on what we can include?

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Wednesday, October 12, 2016 5:49 PM

To: Donegan McCuaig <donegan@dtlarealestate.com>

Cc: Nick Griffin <NGriffin@downtownla.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

This is what I printed. I revised it a bit to highlight the things recently brought up. I also invited the speakers we discussed and reached out to the venues we want. I will reach out to a couple more brokers. Noah - send me your suggestions, please.

Here's where we stand:

(Meet & Begin)

Ace Hotel 929 S. Broadway (VENUE CONFIRMED)

* Economics of hotels (Jon Blanchard - CONFIRMED)

* Overview of sign district (Jessica Wethington McLean - CONFIRMED)

(Walk To)

Broadway Trade Center 801 S. Broadway (Venue - requested)

* Tax incentives / New Market Tax Credits (Chris Fedukowski - invited)

* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

(Shuttle To)

Broadway Arts Tower (creative office) 529 S. Broadway (venue requested)

* Economics of Creative Office Conversion (will invite Carle Pierose - Industry - CONFIRMED)

(Walk To)

Broadway Lofts

430 S. Broadway (VENUE CONFIRMED)

* Architectural conversion process - residential and commercial (will invite Karin Liljegren - Omgivning - CONFIRMED)

* Economics of loft conversion (will invite Izek / Eric Shomof - invited)

(Shuttle To)

The Grayson (creative office) 353 S. Broadway (VENUE CONFIRMED)

BOX LUNCH

* Economics of lease environment (Donegan McQuaig, CONFIRMED. Jessica will invite others)

* Wrap-Up discussion / Q&A



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Executive Director, Bringing Back Broadway
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On Wed, Oct 12, 2016 at 5:34 PM, Donegan McCuaig <donegan@dtlarealestate.com> wrote:

If you are okay with it Nick and Jessica I'm okay with it. Let's send it out

Donegan McCuaig
CEO/Broker - Quixotic Realty Inc. dba dtlarealestate.com

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----- Original Message -----

Subject: RE: Broadway Property Owners Tour - Upper Floor Opportunities
From: Nick Griffin <NGriffin@downtownla.com>
Date: Wed, October 12, 2016 2:30 pm
To: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>
Cc: Donegan McCuaig <donegan@dtlarealestate.com>, Noah Strouse <noah@historiccore.bid>, Rena Leddy <rena@fashiondistrict.org>, Julia Marino <juliamarino.la@gmail.com>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, "oun@lacity.org" <oun@lacity.org>

Agreed.

From: Jessica Wethington Mclean [<mailto:jessica.wethingtonmclean@lacity.org>]
Sent: Wednesday, October 12, 2016 2:12 PM
To: Nick Griffin <NGriffin@downtownla.com>
Cc: Donegan McCuaig <donegan@dtlarealestate.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org
Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Folks - didn't hear back from anyone last week. We're kind of out of town to re-design this. I need to send them out to the owners.

I think this may not be perfect but it says what we want to do. Agreed?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar
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On Mon, Oct 3, 2016 at 3:44 PM, Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org> wrote:

Ideally, this would have been suggested in any of the earlier rounds of review of this flyer. I was out last week and expected to mail it this week.

We cannot do Councilmember Huizar invites because he's not going to be there and we don't want to mislead anyone. The wording related to the CM and BBB needs to remain as is. If you guys want to rework the other stuff, feel free but please do it quickly. Can it be done by Wednesday?



Jessica Wethington McLean

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Director, Downtown Economic Development
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On Fri, Sep 23, 2016 at 12:01 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

My team would be happy to redo the flyer if you'd like. As part of that process, we can also propose revised wording for selling points, as well as title and other points. Let me know if consensus is for us to do that. Thanks.

From: Donegan McCuaig [mailto:donegan@dtlarealestate.com]

Sent: Friday, September 23, 2016 9:15 AM

To: Nick Griffin <NGriffin@downtownla.com>

Cc: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>;

Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com

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Perhaps we can have Nick's team look over the flier for ideas for graphic improvement? Also, maybe the flier can

more boldly lay out the selling points of renovating? I forget what the title was but maybe we can do something more specific like, Councilman Jose Huizar invites you to discover the the benefits of renovating your Broadway building! And instead of pics focussing on types of use (residential/office) they focus

more on finance and market values, etc? What kind of quality of paper will we be using? When will it be mailed out?

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc. dba dtlarealestate.com

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Sent from my iPhone

On Sep 22, 2016, at 6:18 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

Yeah, I'm sure that would be fine.

Nicholas Ziff Griffin

Director of Economic Development

Downtown Center Business Improvement District

ngriffin@downtownla.com / [\(213\) 416-7522](tel:2134167522)

On Sep 22, 2016, at 5:57 PM, Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org> wrote:

I think we can discuss that informally as we go right?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

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On Thu, Sep 22, 2016 at 3:16 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

Looks great to me.

Anything on streetscape plans?

From: Jessica Wethington Mclean [mailto:jessica.wethingtonmclean@lacity.org]
Sent: Wednesday, September 21, 2016 5:16 PM
To: Donegan McCuaig <donegan@dtlarealestate.com>
Cc: Noah Strouse <noah@historiccove.bid>; Nick Griffin <NGriffin@downtownla.com>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Here's where we landed on this today.... Comments / suggestions?

(Meet & Begin)
Ace Hotel 929 S. Broadway
* Economics of hotels (will invite Jon Blanchard)
* Overview of sign district (Jessica Wethington McLean)

(Walk To)
Broadway Trade Center 801 S. Broadway
* Tax incentives / New Market Tax Credits
* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

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(Shuttle To)
The Grayson (creative office) 353 S. Broadway
BOX LUNCH
* Economics of lease environment (Donegan McQuaig, confirmed. Jessica will invite others)
* Wrap-Up discussion / Q&A

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Jul 27, 2016 10:02 AM, "Donegan McCuaig" <donegan@dtlarealestate.com> wrote:

Anyone know someone involved in Broadway Lofts conversion?

Donegan McCuaig

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On Jul 20, 2016, at 3:40 PM, Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org> wrote:

Great! Let's call it Wednesday Oct. 19. Now to book the buildings and speakers.... Who's doing what?

Thanks, everyone!



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

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Jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

On Mon, Jul 18, 2016 at 11:21 AM, Donegan McCuaig
<donegan@dtlarealestate.com> wrote:

Sorry guess this didn't send. Date is good for me if it works for all of you

Donegan McCuaig

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On Jul 14, 2016, at 3:14 PM, Noah Strouse <noah@historiccore.bid> wrote:

Works for us!

[HistoricCoreLogo.jpg](#)

NOAH STROUSE

Director of Marketing & Services

209-211 W 5th Street

Los Angeles, California 90013

p [213/488-1901](tel:213-488-1901)

c [310/383-6304](tel:310-383-6304)

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24HR HOTLINE:

[213/239-8336](tel:2132398336)

On Thu, Jul 14, 2016 at 2:53 PM, Rena Leddy
<rena@fashiondistrict.org> wrote:

Should be fine for Fashion District property owners

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]
Sent: Thursday, July 14, 2016 12:06 PM
To: Julia Marino <juliamarino.la@gmail.com>
Cc: Max Sherman <max.sherman@lacity.org>; Donegan McCuaig
<donegan@dtlarealestate.com>; Noah Strouse <noah@historiccore.bid>;
zac@dtlarealestate.com; Nick Griffin <NGriffin@downtownla.com>; Rena Leddy
<rena@fashiondistrict.org>
Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

OK - how does that work for Fashion and Historic? Dominic, ok for you, too?



Jessica Wethington McLean
Executive Director, Bringing Back
Broadway
Director, Downtown Economic
Development
Producer / Festival Director, Night on
Broadway

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jessica.wethingtonmclean@lacity.org
[213-473-7014](tel:2134737014)

On Thu, Jul 14, 2016 at 12:04 PM, Julia Marino
<juliamarino.la@gmail.com> wrote:

That date will work.

Julia Marino
[\(631\) 278-4162](tel:6312784162)
juliamarino.la@gmail.com

On Thu, Jul 14, 2016 at 11:50 AM, Jessica Wethington McLean
<jessica.wethingtonmclean@lacity.org> wrote:

Fashion BID meets the third Thursday. What about
Wednesday Oct. 19 instead?



Jessica Wethington McLean
Executive Director, Bringing Back
Broadway
Director, Downtown Economic
Development
Producer / Festival Director, Night
on Broadway

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[Jessica.WethingtonMcLean@
lacity.org](#) | [213-473-7014](#)

On Thu, Jul 14, 2016 at 11:46 AM, Julia Marino
<juliamarino.la@gmail.com> wrote:

At the DCBID we are planning to host events during the first
two weeks of October for LAEDC's Innovation Weeks.
October 13th could potentially be a conflict. What are
everyone's thoughts about pushing it to the week after?
October 20th?

Julia Marino

[\(631\) 278-4162](tel:6312784162)

juliamarino.la@gmail.com

On Wed, Jul 13, 2016 at 11:47 AM, Jessica Wethington
McLean <jessica.wethingtonmclean@lacity.org> wrote:

I think this works well. Now, as for a date. How about
Thursday October 13?



**Jessica Wethington
McLean**

Executive Director, Bringing
Back Broadway
Director, Downtown
Economic Development
Producer / Festival Director,
Night on Broadway

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[Jessica.WethingtonMcLean@
lacity.org](#) | [213-473-7014](#)

On Wed, Jul 13, 2016 at 11:43 AM, Max Sherman
<max.sherman@lacity.org> wrote:

Thanks, Donegan, I spaced out the header a bit as well as gave some breathing room to the main text in the lower left box.

Best,

Max

On Wed, Jul 13, 2016 at 11:13 AM, Donegan McCuaig
<donegan@dtlarealestate.com> wrote:

Looks good but the text at top and bottom left looks a little smooshed. Perhaps we might increase flyer size or reduce picture sizes?

Donegan McCuaig

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On Jul 13, 2016, at 10:45 AM, Max Sherman
<max.sherman@lacity.org> wrote:

Sure, no problem. Revised version attached.

Let me know any additional changes/suggestions.

Best,

Max

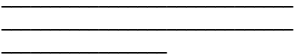
On Tue, Jul 12, 2016 at 5:59 PM, Jessica Wethington Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Header needs to have a sub-head so it's clear who the audience is.

Join us for a multi-building upper floor demonstration tour exclusively for Broadway property owners.

You might need to adjust the header height to accommodate that.

Thanks, Max.



Jessica Wethington McLean
Executive Director, Bringing
Back Broadway
Director, Downtown
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[Jessica.WethingtonMcLean@lacity.org](#) | [213-473-7014](#)

On Tue, Jul 12, 2016 at 11:16 AM, Max Sherman <max.sherman@lacity.org> wrote:

Hi All,

I've updated the tour flyer to include an image background for the header, let me know what you think!

Best,
Max

On Tue, Jul 12, 2016 at 10:05 AM, Noah Strouse <noah@historiccore.bid> wrote:

A few options attached, can be cropped to fit document. Photos are property of HCBID. Fine to use for this document, but nowhere else please. I'd also highly recommend Hunter Kerhart for any future BBB photographic needs.

[HistoricCoreLogo.jpg](#) **NOAH STROUSE**

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On Tue, Jul 12, 2016 at 9:50 AM,
Jessica Wethington Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Noah, can you send a photo of what you
have in mind for the header?

Sent from my phone. Please pardon brevity,
typos, and autofill misfires.

On Jul 1, 2016 9:11 AM, "Noah
Strouse" <noah@historiccore.bid>
wrote:

Nice! Agree with Rena - maybe we
can change top header to
something as simple as
"Broadway Property Owners Tour."
My only other suggestion would
be to include a pretty exterior
streetscape image as a backdrop
for header to give a bit more
sense of place. Happy to provide
some photos.

[HistoricCoreLogo.jpg](#) **NOAH STROUSE**

Director of Marketing &
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On Thu, Jun 30, 2016 at 5:13 PM,
Jessica Wethington Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Good note - it would only be
sent to them, but yes you're
right.



Jessica Wethington McLean
Executive Director, Bringing
Back Broadway
Director, Downtown
Economic Development

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On Thu, Jun 30, 2016 at 4:29
PM, Rena Leddy
<rena@fashiondistrict.org>
wrote:

Hi all,

I think the flyer needs to prominently
mention that this tour/event is exclusive
for property owners. Make the owners

feel that its special and does not include other interested parties.

That's my two cents.

Rena

From: Jessica Wethington Mclean
[mailto:jessica.wethingtonmclean@lacity.org]
Sent: Thursday, June 30, 2016 4:13 PM
To: Donegan McCuaig
<donegan@dtlarealestate.com>
Cc: zac@dtlarealestate.com; Rena Leddy
<rena@fashiondistrict.org>; Julia Marino
<juliamarino.la@gmail.com>; Noah
Strouse <noah@historiccore.bid>; Nick
Griffin <NGriffin@downtownla.com>;
Max Sherman <max.sherman@lacity.org>
Subject: Broadway Property Owners Tour
- Upper Floor Opportunities

What do you all think of this -
draft tour flyer attached.

Thanks,

JWM



**Jessica Wethington
McLean**
Executive Director, Bringing
Back Broadway
Director, Downtown
Economic Development

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Jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

On Mon, Jun 27, 2016 at 11:03
AM, Jessica Wethington
Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Hey Donegan,

I appreciate you taking the
reigns on this, but as it turns
out, I'll need to compile the
mailing list internally within

our office and with the BIDS, as there are some concerns about sharing that info outside the city. It's not on ZIMAS - only the official ownership of record is on ZIMAS, and what we need are the actual direct contacts for the buildings / ownership. So, I'll handle compiling that. We would of course do the actual printing and mailing anyway.

I'm asking Max in my office to work on a flyer / graphic that we can circulate to the group and get feedback.

In terms of date, I think I recall the conversation was that Thursday is best. That means the current choices are below (HDBID meets on the last Wednesday of the month, the Fashion BID meets on the 3rd Thursday and I don't know when the DC BID board meets these days, so they need to chime in and block that date)

8

15 (NO - Fashion BID mtg)

22

29

These are my rough notes as to the structure / content we discussed - of course this is evolving.

(Meet & Begin)

Ace Hotel 929 S. Broadway

* Economics of hotels

* Overview of sign district

(Walk To)

Sparkle Factory 908 S. Broadway

* Tax incentives / New Market Tax Credits

(Shuttle To)

Broadway Arts Tower
(creative office) 529 S. Broadway

* Economics of Conversion
(Carle Pierose(?))

(Shuttle To)

The Grayson (creative
office) 353 S. Broadway

* Economics of lease
environment (various
brokers familiar with the
area)

* Wrap-Up discussion / Q&A

Again, thanks so much for
spearheading this -it's going
to be very effective.

Sincerely,

Jessica



**Jessica Wethington
McLean**

Executive Director, Bringing
Back Broadway
Director, Downtown
Economic Development

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button.png](#)

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Councilmember JosÃ©
Huizar
200 N. Spring Street
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lacity.org](mailto:jessica.WethingtonMcLean@lacity.org) | [213-473-7014](tel:213-473-7014)

On Mon, Jun 27, 2016 at
10:01 AM, Donegan McCuaig
<donegan@dtlarealestate.com>
wrote:

| Zac, please compile all these

Broadway 11th St-2nd St building entity names and make sure that they are accurately reflected on zimas.lacity.org and coordinate with Noah and Rena to confirm accuracy so we can prepare to snail-mail every building owner telling them about the event where we will feature something along the lines of "Discover the Benefits of Renovating Your Building on Broadway" for the tour. I'll write in the names I know too. Maybe we can put this first file on drop box so everyone can edit it? Goal is to get the most info possible on every building owner and point of contact.

Do we have an exact date for this tour guys? Last I heard, August was a no-go because it will be so hot. September?

I also attached a tax incentive document I found on my computer from 2014. Are there any other resources you guys can think of to be a resource to make it easier for Broadway building owners to renovate their buildings? We can incorporate it into the tour/meeting

Any thoughts anyone?

Donegan McCuaig
CEO/Broker - Quixotic Realty
Inc. dba dtlarealestate.com

**"BEST COMMERCIAL RE CO. in DTLA
2015 & 2016," LADT News**

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----- Original Message

Subject: Broadway
Property Owners -
Attached
From: Jessica
Wethington Mclean
<jessica.wethingtonmclean@lacity.org>
Date: Wed, June 15,
2016 7:58 pm
To:
donegan@dtlarealestate.com,
Rena Leddy
<rena@fashiondistrict.org>,
Julia Marino
<juliamarino.la@gmail.com>,
Noah Strouse
<noah@historiccore.bid>

The most recent list I
have is from a few
years ago, so it's
certainly outdated but
should be a good start.

It's attached.



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Back Broadway
Director, Downtown
Economic Development

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<BroadwayOpenHouseTourFlyerNEW.pdf>